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ABSTRACT

Almost twenty years after the Kerner Commission reported that fewer than 5% of employees in the news business were black and that fewer than 1 percent of those were editors or employed in management jobs, the percentage of blacks and other minorities in those professions is only slightly higher. A 1987 survey by the American Society of Newspaper Editors (ASNE) shows that minorities make up only 6.56% of the professional workforce in newsrooms across the country. At 16%, employment of minorities in the broadcast industry is significantly higher; however, statistics for the employment of blacks remain essentially unchanged after five years. There are encouraging signs that a sizeable portion of the communications industry, primarily in the newspaper sector, is engaged in a genuine effort to address the concerns expressed in the Kerner Report. In addition to conducting annual surveys to track the progress of employment, ASNE sponsors several programs to expand opportunities for minority journalists and in 1968 provided $275,000 for minorities programs. In 1987 the American Newspaper Publishers Association (ANPA) reaffirmed its commitment to continue and expand programs designed to increase opportunities for minorities. Nonetheless, the evidence is not persuasive that nearly 10 years of recruiting and referrals have produced a significant change in the minority workforce. (Six tables of data and 20 references are attached.) (NH)

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EMPLOYMENT AND ECONOMIC PARTICIPATION
IN THE FIELDS OF COMMUNICATIONS

By

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To many Americans, the unwavering and aggressive coverage by the press was a significant factor in the success of the civil rights movement in the 1960s. The press not only recorded and reported this historic chapter but effectively held up a mirror to America's conscience through its pursuit of the civil rights story.

In his reflective yet prognosticative book, The Young Negro in America:1960-1980, Samuel D. Proctor characterized the American press' response to the civil rights movement as "heartening."

"One may wonder if the successes of the Negro people would have been possible without the contribution of the newsmen who stood eyeball to eyeball with every development, often risking their lives to get a story," Proctor wrote. "Even those newspapers, magazines and editors...who fought the Negroes relentlessly, have been very helpful in exposing a point of view that was pervasive and operative but nebulous in its articulation and largely unfamiliar in a formalized way to the Negro mind."

Barely two years after the publication of Proctor's book in 1966, the National Advisory Commission on Civil Disorders issued a stinging indictment of the press in a landmark report.

The commission pointedly noted its concern over the press' failure to report adequately on race relations and to bring more blacks into journalism.

"The journalistic profession has been shockingly backward in seeking out, hiring, training and promoting Negroes," the commission declared in the now famous Kerner

Commission Report.

Fewer than 5 percent of employes in the news business at the time were black, the commission noted. Fewer than 1 percent of those were editors or employed in other management jobs, and most worked for black-owned news organizations.

Almost 20 years after the Kerner Commission issued its report, the percentage of blacks and other minorities is only slightly higher. A 1987 survey by the American Society of Newspaper Editors (ASNE) shows that minorities make up only 6.56 percent of the professional workforce in newsrooms across the country. (See table 1.)

At 16 percent, employment of minorities in the broadcast industry is significantly higher. It is worth noting, however, that statistics for the employment of blacks remain essentially unchanged after five years. While there have been more Asian and Hispanic employes hired in radio and television since 1982, the percentages of black males and females in all categories of the broadcast industry held steady at 4.2 percent and 4.8 percent, respectively. (See table 4.)

Thus the statistics show little progress has been made by the communications industry in the recruitment and training of minorities during the past two decades.

There are encouraging signs, nonetheless, as we approach the beginning of another decade, that a sizeable portion of the communications industry, primarily in the newspaper sector, is engaged in a genuine effort to address the concerns expressed in the Kerner Report.

ASNE continues to play a leading role in the newspaper industry's belated and dilatory effort to employ more minorities. Fully 10 years after release of the Kerner Report, ASNE in 1978 established a goal of achieving racial representation in the newsroom comparable to the percentage of minorities in the national population by the year 2000 or sooner. Nearly 10 years after adopting that goal ASNE remains committed to achieving it.

In the meantime, directors of the American Newspaper Publishers Association approved a resolution at the 1987 ANPA convention, reaffirming the association's commitment to continue and expand programs designed to increase opportunities for minorities.

ASNE's Year 2000 goal hardly seems attainable, the organization's commitment notwithstanding. The number of minorities in the newsroom has increased by less than 3 percent in the more than nine years that have elapsed since the goal was established.

In 1978, when ASNE conducted its first survey, minorities (blacks, Hispanics, American Indians and Asian Americans) comprised less than 4 percent of the workforce in newsrooms. A similar survey in 1986 showed that minorities accounted for 6.3 percent. A gain of only 0.26 percent was recorded over the next year, according to ASNE's 1987 survey.

The percentage of minorities in the U.S. population continues to grow, meanwhile, obviously making the year 2000 goal more difficult to achieve. The black population, for example, is expected to grow, as a percent of the U.S.

total, from 14.1 percent in 1980, to 16.9 percent by the year 2000. The percentage of Hispanics - the fastest-growing population segment in the United States - is projected to increase from 6.4 percent to 9.9 percent by the end of this century.

Meanwhile, there are only 3,600 minorities in a workforce of nearly 55,000. The challenge of meeting ASNE's goal is made more difficult by the fact that at least 56 percent of U.S. newspapers have no minority journalists on their staffs.

"Whatever progress we've made in the newsroom, we're not keeping pace," acknowledges Loren Ghiglione, editor and publisher of The News, Southbridge, Mass., and chairman of the Task Force on Minorities in the Newspaper Business, a coalition of industry organizations working to increase the number of minorities in the non-news operations of newspapers.

Survey results showing that minorities account for 6.56 percent of the newsroom's workforce "is not really progress because the moving target is moving fast," Ghiglione noted. "There are papers that brag about having 18 percent minorities on their news staffs, but if we want to achieve parity, many of those papers will have to have 40 percent."

"The problem is still the industry not totally committing itself, and while there have been some efforts by some, too many editors and publishers have not moved to improve," says Albert E. Fitzpatrick, assistant vice president, minority affairs, and president of the National Association of Black Journalists (NABJ).

Even after all these years, the primary problem minorities face is getting in the door, noted Denise Johnson, ASNE's minority affairs director. "There are some that really don't care about this issue at all," says Johnson.

Larger newspapers generally have attempted to improve their record of hiring minorities over the past 10 years. Nonetheless, retention and advancement of minorities are major problems that have not been adequately addressed, according to Johnson. Indeed, many say it is the biggest problem encountered by minority journalists.

"Editors have been content to get minorities in the door and that's it," observed Fitzpatrick. "Minorities then run into a stone wall."

Only 13 percent of the minorities working for newspapers today are employed in supervisory positions (See table 3.)

All available evidence strongly indicates then that minorities still encounter a considerable measure of indifference, insensitivity, or discrimination, both subtle and blatant. Editors and publishers deny the existence of racial discrimination in their organizations, of course, though some of the responses in a recent survey of small newspapers are instructive.

Ghiglione cited some classic examples in a paper written for a conference held in early 1987 by the Institute for Journalism Education. Asked in a survey about the paucity of minorities in their newsrooms, some editors at papers of under 50,000 circulation contended that minorities

aren't qualified. Among the responses in the survey conducted by John Greenman, assistant managing editor of the Akron (Ohio) Beacon Journal, were: "couldn't do quality work...minorities should seek proper education...minority hiring problems can be solved by proper minority education..."

Comments such as those notwithstanding, minority groups generally agree that it is difficult to prove the existence of racism or discrimination in hiring and promotion practices in the newspaper business.

There are exceptions, of course. The most notable example was the recent case in which a jury found that The New York Daily News, the nation's largest general-circulation newspaper, discriminated against four black reporters and editors.

The four charged in the suit that they received fewer promotions, given worse assignments and were paid less than white counterparts at The News.

The Washington/Baltimore Newspaper Guild (Local 35, AFL-CIO) unit at The Washington Post has complained for a long time that The Post practices pay discrimination against blacks and female employes, a charge that management strongly denies. The guild has published numerous documents, however, showing huge disparities between the salaries of whites and blacks with comparable experience and in similar jobs at the paper.

The Post in early 1986 published the results of a survey of its newsroom employes, which showed "signs of a fair-to-strong level of black frustration, substantially

more than exists among whites."

A black female reporter at The Post made the following observation in response to a question in the survey: "Most editors are not racist, but they have lower expectation levels for blacks."

The Post has since revamped its newsroom personnel operation in an attempt to improve the recruiting, hiring, training, performance evaluation and career development of professionals on the staff.

The change was preceded by an announcement from Executive Editor Benjamin C. Bradlee and Managing Editor Leonard Downie that they would "intensify significantly our affirmative action efforts and our development of talent in the newsroom." The paper's senior editors also promised to make a good faith effort to attain a goal over the next five years of hiring 20 percent minority professionals. Minorities currently make up 13 percent of The Post's newsroom staff.

"It seems to me that the papers that have a commitment at the top and pass that on down are achieving some success" in hiring, promoting and retaining minorities, says Ghiglione, a former chairman of ASNE's minorities committee. "The ones who work at it succeed."

The acknowledged leader in that regard, by most accounts, is Gannett Co., the communications giant which owns USA Today and The Louisville Courier Journal, among others. Gannett filled nearly 6,000 positions at its papers in 1986. Twenty-three percent of those hired were minorities.

"There is a very concerted effort to fill openings and include minority candidates on all 90 papers" in the Gannett chain, explained Alice Bonner, coordinator of news staff recruiting. "We get those candidates from a talent bank that we keep. We recruit on college campuses and we encourage people to apply at Gannett."

Gannett's affirmative action philosophy extends well beyond the recruiting and hiring of reporters. Its vast chain of papers not only provides valuable experience for minority journalists but grooms many of them to become managers at the highest level, including publisher. Indeed, Gannett has appointed at least four minorities as publishers of general circulation dailies since 1981.

The Knight-Ridder Newspapers organization, like Gannett, puts teeth in its minority hiring and development philosophy with a commitment from the top. "We don't have goals but we know what needs to be done," says NABJ's Fitzpatrick, assistant vice president, minority affairs at Knight-Ridder.

The Cleveland Plain Dealer, for many years, has demonstrated to the rest of the industry that it is possible to publish a first-rate newspaper with several minorities in key news management jobs. Both the current managing editor and his predecessor and the business editor are black.

"The paper has made an effort to put black people in management. It's an exemplary effort," says business editor Ernest Holsendolph. "There is a total approach to this area of interest, recognizizng that if you are going to have an integrated staff, you have to have a total effort."

The point in citing those news organizations is designed not merely to single them out for praise but to illustrate what communications enterprises can accomplish if there is a commitment to address problems of minority employment.

It is important to note, in fairness to many smaller newspaper organizations, that while they appear eager to add minorities to their staffs, they lack the resources to operate extensive recruiting programs. Travel budgets are extremely small in many cases, thereby restricting the number of recruiting trips that editors can make and expense-paid trips for job candidates.

To be sure, there are editors and publishers of some small newspapers who feel no need to hire minorities because so few reside in their primary circulation areas. There is, at the same time, a great deal of reluctance among job candidates - minorities and others - to work in small communities where newspaper salaries generally aren't competitive with the pay scales of larger papers. (See table 5.)

Those factors notwithstanding, many small newspaper are expressing interest in recruiting and hiring minorities.

"I wish we could find some good candidates here but we haven't had much luck," lamented Samuel Cothran, publisher of The Aiken (S.C.) Standard. Cothran says he not only has encouraged minorities to apply but has asked the NAACP to "promote that kind of thing." After losing a black reporter to the much bigger Greenville (S.C.) News, The Standard has only one minority, a black staff artist.

Aiken, with a population of about 15,000, is a popular social and equestrian sports center. Its economy depends heavily on textile mills and other industries, however. DuPont Co., for example, has a big plant in the area.

"We can't compete with the wages at DuPont," Cothran complained. "That doesn't apply just to minorities, but to others as well."

That is a common complaint among executives of smaller papers. Many have learned, nevertheless, to accept the realities of the situation. Outstanding smaller papers are highly regarded as a training ground - a farm system, if you will - for beginning reporters. Indeed, editors of big metropolitan dailies encourage beginning reporters to gain experience by going to work for smaller papers.

More often than not, talented and ambitious young journalists - minorities and others - seek to advance their careers professionally and monetarily and move on to bigger papers after serving, in effect, an apprenticeship. Smaller papers usually aren't in position to match salaries offered by larger news organizations or by other industries or professions in their communities.

Results of a 1986 survey by ASNE show that beginning reporters at smaller newspapers earn substantially less than beginning teachers in the same communities. (See table 6.) Many industry observers cite this and other examples of wage disparities as a major reason why bright minority students choose to pursue careers in other professions, rather than going into the newspaper business. Indeed, it is a rationale often used by news executives who maintain they "can't find

qualified minorities".

That rationale lacks credibility, however. Left unchallenged, it will continue to be used as an excuse by those who have an antipathy toward affirmative action.

Newspapers generally don't pay salaries that are competitive with those in other professions. Hence minorities and nonminorities are turning increasingly to careers in other segments of the communications industry, and, indeed, to other professions.

Interestingly, newspapers lead all media groups in hiring minority graduates of college journalism and mass communications schools. A 1986 ANPA study is useful in putting the total picture in perspective, however.

Whereas newspapers employ 33 percent of the minorities with degrees in journalism or mass communications, other media employ a combined total of 67 percent. Twenty-four percent work in radio and television and 15 percent are employed in public relations jobs. Fifty-seven percent of all news-editorial majors, in fact, took non-newspaper jobs in 1985.

Equally interesting is the fact that the enrollment of journalism majors - minorities and nonminorities - in the news-editorial sequence is declining at many colleges and universities.

At The University of South Carolina, for example, enrollment in the school of journalism's news-editorial sequence dropped from a rcent high of 200 students to only 140 of the journalism department's 1,100 students. Alarmed by the shrinking enrollment, administrators in the school of

journalism called a meeting of newspaper editors in the region last year to discuss the problem.

The meeting of newspaper executives and educators produced a great deal more than an agreement to recruit talented high school students and encourage them to consider careers in the newspaper industry. Administrators in the school of journalism also noted their concern about the low enrollment of minority students.

It was the latter concern that led to the development of what could become a model for newspapers and journalism schools in other regions of the country. Starting in the summer of 1987, approximately 20 minorities will enroll in a new program created by the University of South Carolina's College of Journalism, in cooperation with 39 newspapers in four Southeastern states. Graduates of the program will be offered jobs by participating newspapers.

The 10-week program, The Southeastern Minority Newspaper Workshop, is designed primarily for college graduates who are working in other professions but are interested in careers in the newspaper business.
Participants in the program will receive intensive training in writing and reporting, along with some instruction in copy editing, layout and design. Faculty for the workshop will include editors and other professionals from participating papers in the Southeast.

Funding for the program will come from grants provided by Gannett, Knight-Ridder and the Newspaper Fund. Additional funding will be provided by 25 newspaper companies which own the 39 papers in North and South Carolina, Georgia and

Florida.

The unique feature of this program is its outreach component. Students in the first Southeastern Minority Workshop include an insurance salesman, a teacher, sales representatives, a secretaries , a detective and two bank employes. Applicants must be residents of one of the four states in the region, and must be a college graduate or a student at a college or university in one of the states.

"The idea is to recruit people from the region and train them so they can stay here," explained Patricia McNeely, chairman of the workshop program and chairman of news-editorial sequence in USC's college of journalism.

It is much too early, of course, to measure the effectiveness of the USC program as a developer of talent for participating newspapers or its impact on the region, or, indeed, the industry itself.

It is, nonetheless, the kind of initiative that can easily be replicated in other regions. "I really am excited about it," said Evan Bussey, assistant executive editor of the two Charleston, S.C. dailies, The News and Courier and The Evening Post. "It finally addresses a problem that many individual papers couldn't. If the industry as a whole is serious about it, this is what we have to do."

Several newspapers in the four states have declined to participate in the workshop and recruiting program, a strong indication of deep-seated resistance to the commitment made by the industry a decade ago.

Viewed from another perspective, however, refusal to endorse programs such as the USC project is also an

indication of just how far the newspaper industry has to go before reaching its goal. An apparent antipathy toward minorities is a serious problem that must be addressed by the industry if it expects to transform the rhetoric of parity - whether that is to be 15 percent or 30 percent - into reality.

There is a brighter side to this view by minorities of the paper curtain, however. By refusing to support industry efforts to recruit and train minorities, editors and publishers weaken many of their arguments such as, "can't find qualified minorities...small papers don't have the money to do much recruiting...minorities should seek proper education...the good ones are snapped up by the big-city papers."

In truth, the USC project - while unique in its outreach component and the cooperative commitment of participating papers to hire graduates of the program - is but one of dozens of programs devised by the industry and universities to train and recruit minorities.

In the nine years since ASNE resolved to achieve racial representation in the newsroom equal to the population, scores of job fairs and workshops have been held in support of that objective. Millions of dollars have been spent on recruiting and training. Thousands of internships and scholarships have been established.

Still, there are only 1,900 more minorities in newspaper newsrooms than there were in 1978. Indeed, the percentage of minorities in newsrooms has increased less than 5 percent in 20 years.

Retention and promotion of minorities may be bigger problems than those pertaining to hiring, as some suggest.

Nonetheless, the evidence is not persuasive that nearly 10 years of recruiting and referrals have produced a significant change in the minority workforce.

The numbers - 3,600 professional minority journalists in a total workforce of 55,000 - certainly do not reflect the efforts that have been made to improve them.

In addition to conducting annual surveys to track the progress of employment, ASNE, for example, sponsors several programs to expand opportunities for minority journalists. In 1986, ASNE provided $275,000 for minorities programs, using grants from the Dow Jones Newspaper Fund, the Knight Foundation, the Chicago Tribune Foundation, Scripps-Howard and the Gannett Foundation. As it has in previous years, ASNE will sponsor 16 regional job opportunity conferences during 1987-88. The conferences bring together prospective minority journalists and editors for discussion of possible entry-level employment and summer internships.

The American Newspaper Publishers Association Foundation provides technical assistanace to newspapers to help them develop techniques to enhanace minority recruiting, training and hiring.

ANPA also develops programs and publications about newspaper careers to stimulate interest among minorities in junior and senior high school.

The foundation has awarded 126 fellowships to minority newspaper personnel since 1981. Its Minority Fellowship Program is designed to increase management opportunities for

minorities in the newspaper business.

The Dow Jones Newspaper Fund, Inc. produces several publications as sources of information for minorities about scholarships and careers in journalism. The fund also sponsors Urban Journalism Workshops, a summer program held in cooperation with newspapers and journalism schools.

The Summer Program for Minority Journalists is a highly acclaimed program operated by the Institute for Journalism Education. IJE also operates an editing program for minority journalists, and Job Net, a national employment clearinghouse that matches minorities with newspapers that need to fill positions.

Other special programs include The Boston Globe Minority Development Program; The Los Angeles Times Minority Editorial Training Program; Capital Cities Communications Inc. Minority Program; Pioneer Press Minority Year-Long Training Program, The New York Times Summer Minority Internship Program; The Associated Press Summer Internship for Minorities, and the Academy for Future Journalists, sponsored by the Medill School of Journalism, at Northwestern University.

ASNE also sponsors Project Focus, a program to increase the enrollment of minorities in journalism schools. Newspapers are encouraged to hire minority freshmen and sophomore college students for summer jobs in the newsroom.

Minority organizations also play significant roles in the broad-based effort to place minorities in newspaper jobs.

Howard University hosts the nation's largest and oldest

job recruiting fair for minorities in conjunction with the school's annual communications conference.

The National Association of Black Journalists holds job fairs in conjunction with its annual conventions, bringing together recruiters from news organizations and job seekers.

The National Association of Hispanic Journalaists operates a computerized job referral service and hosts recruiters and job candidates at its annual meeting.

The Native American Press Association attempts to bring more American Indians into the filed of Journalism.

Similar advocacy and recruiting efforts are conducted by the Asian-American Journalists Association.

Meanwhile, formal training of minorities in journalism schools apears to be cause for considerable concern. The declining enrollment of minorities at several of those schools, especially in the news-editorial sequence, has strong implications for the Year 2000 goal. The University of South Carolina's experience with low enrollment is far from being unique.

In the meantime, serious questions are being raised about journalism and mass communications programs at historically black colleges and universities. Only two of approximately 20 such programs at predominantly black institutions were among the 86 accredited in 1986 by the Accrediting Council on Education in Journalism and Mass Communications.

Black-owned newspapers, which, theoretically, ought to provide more training, if not careers for more young journalists, apparently are not attracting many. The reason

can be summed up in one word: economics.

As editorial products, several black-oriented newspapers compare favorably with their nonminority counterparts. There usually is a huge gap, however, when advertising revenues - the lifeblood of a paper - are compared.

Steve Davis, executive director of the National Newspaper Publishers Association, cites declining advertising revenue as the biggest problem faced by most of the association's 138 members and 70 others.

Owners of those papers no longer are able to rely on paid subscriptions and street sales as their main source of income, according to Davis. Increasing competition for advertising dollars, changed reading habits, a proliferation of magazines aimed primarily at the same audience, and television's impact have tipped the scales against black-owned papers in many instances.

"Since advertising is the main source of income [black-owned newspapers] aren't doing as well as they would like," Davis observed.

A major problem, he added, is convincing advertisers, especially national firms, that readers of those papers represent a strong consumer market.

That may not be as critical as convincing advertisers that circulation is broad enough to justify their investment of additional dollars to promote their products and services. Amalgamated Publishers, Inc., the national representative for most of NNPA's bigger papers, reported combined circulation of only 1.7 million for the group this

year.

Black-oriented newspapers are small businesses. As such, they face problems that are common to most small businesses that have marginal cash flow. Thus, owning a small business in a highly competitive area adds up to "some multiples of difficulty," says Patricia O. Thomas, founder and publisher of The Milwaukee Community Journal.

Thomas' paper is one of the more successful, though she admits paying competitive salaries is a problem.

"We are not getting our fair share of the top black journalists," Davis complained. "It's a matter of economics that attracts these chaps initially."

Most minority-owned papers are small family-owned operations or single-owner enterprises that provide few opportunities for talented young journalists and those trained as managers to apply their skills or advance very far in the organization.

The odds of launching successful newspaper ventures that might attract talent and the necessary advertising revenue aren't very good. Access to start-up capital generally is a problem for small business owners. What's more, the failure rate of newspapers in recent years is a factor that isn't taken lightly by lenders.

Radio and television, on the other hand, seem to have a greater attraction for minority entrepreneurs as well as young journalists. That end of the business is also more lucrative for minority entrepreneurs than newspapers.

Several studies show minority journalism graduates are turning to broadcasting at a significantly higher rate than

those seeking employment at newspapers.

A 1987 Federal Communications Commission report shows 14.4 percent of all professionals in broadcasting are minorities. Almost 20 percent are technicians and more than 10 percent are suspervisors or executives. (See table 2.)

Broadcasters, of course, are subject to FCC policies which require strict complianace with equal opportunity guidelines. That is a critical difference between broadcasting and the newspaper industry, which isn't regulated. The difference is readily apparent in ownership and employment in the communications industry.

Twenty years ago, minorities had few role models in the communications industry. The situation has changed dramatically in television news where minorities are highly visible as reporters and anchors in most markets. Network television, too, has strengthened the presence of minorities in the news business by employing them as on-air correspondents covering important news events.

Thus young minorities who might have thought it futitle to consider careers in broadcast journalism 20 years ago, now are confident about their chances of emulating those who have succeeded in the business.

Similar role models aren't readily discernible in the newspaper industry, for obvious reasons.

If the newspaper industry is to attract more minorities, it will have to make significant changes in recruiting and promotion policies. Even those newspapers that have minorities on their news staffs may find it necessary to revise policies pertaining to career

development, promotion and pay.

Indeed, newspapers may have to take a fresh look at their record and policies of recruiting and promoting minorities in the business side of their operations. A more comprehensive employment program could stimulate greater interest by minorities in getting into all phases of the newspaper business.

Minorities are more visible today not only as broadcast journalists and managers but as entrepreneurs.

The FCC has made it easier for minorities to acquire broadcast properties. In a 1978 statement of policy on minority ownership of broadcast facilities, the agency stated its commitment to seeing that the needs and viewpoints of minorities are reflected in broadcast programming.

In 1984, the FCC substantially increased the number of FM radido channels for the first time in more than 20 years. That action, which authorized 689 new FM stations, created unprecedented opportunities for minorities and women.

The necessity for that action was apparent in the findings of a special FCC report in 1979, Minority Ownership of Broadcast Facilities.

"Although there is apparently no overt discrimination against minorities in the broadcast marketplace, the broadcast marketplace is structured so as to make entry by minority owners more difficult than for nonminority owners," the report said. "The minority entrepreneur is likely to have difficulty even learning a particular station is for sale."

That remains true today, according to minority entrepreneurs who are familiar with the broadcast industry. An "old-boy network" still is very much a factor in preventing the dissemination of information about the availability of broadcast properties, they complain.

"The first problem a prospective black owner has is a lack of knowledge about what's going in the marketplace," says Catherine (Cathy) Hughes, radio personality and owner of WOL-AM in Washington, D.C.

"Usually, the black prospective owner isn't notified [about the availability of a station] until it's a bad property in a distress sale. It's a lack of opportunity rather than the lack of revenue" that hinders minorities from owning more broadcast properties," according to Hughes.

The FCC's EEO-Minority Enterprise Division noted in its 1979 report that one of the biggest obstacles minority entrepreneurs face in acquiring broadcast properties is a lack of knowledge about the industry.

"You've got to have that track record," Hughes emphasized. "So many investors; doctors and athletes, for example, have the capital but they don't know how to run a facility."

Obtaining financing apparently is not the problem for minorities it was 10 or 12 years ago. It generally is not a problem if a prospective buyer of a broadcast property has demonstrated an understanding of the business, an ability to manage an enterprise and a favorable history of dealing with financial institutions.

The evolution in FCC policies and guidelines over the

years has made it much easier for minorities to purchase broadcast properties. The agency has, for example, reduced working capital requirements for purchases in the belief that that will help minorities who have limited access to capital. Also, the FCC is empowered to issue a tax certificate to facilitate the sale of stations.

The tax certificate enables a seller to defer the capital gains realized on the sale of a property to a minority.

Lenders had been extremely reluctant to finance purchases of broadcast properties by minorities because the buyers often did not have sufficient equity to justify approval of the transaction.

Moreover, financial institutions generally were reluctant to lend money for the purchase of broadcast stations because the only assets are equipment and a license to operate. The license is the more valuable of the two but it is an intangible asset. Lenders not only preferred to see tangible assets considered a lincense too much of a risk, because it is subject to FCC regulations.

In today's market, however, broadcast properties are considered extremely valuable in most areas. Moreover, financing for minority purchases has been made easier by the creation of Section 301(d) Small Business Investment Companies. Authorized under the Small Business Investment Act, those companies were formerly known as minority enterprise small business investment companies (MESBICs). SBIC companies, such as Syndicated Communications, Inc. of Washington, D.C., make capital available for minorities

seeking to acquire broadcast properties.

An indication of the availability of capital today can be found in a minority buyer's guide which the FCC published in January, identifying 31 persons who said they have the ability to secure financing for the purchase of broadcast facilities.

Although financing may be easier to obtain, operational problems are no less difficult for minorities today.

"The biggest problem then becomes advertising," says Hughes. "Black broadcasters still haven't been able to penetrate the white advertisers' market. We still are not in the general budgets of major advertisers."

Minority broadcasters blame the same "old-boy network" for a disparity in advertising revenue, attributing much of the problem to advertising agencies' close relationship with executives at nonminority stations.

Minority-owned stations generally command less for commercial air time than their nonminority competitors. The problem there, say owners of minority-owned stations, is the controversial industry practice known as ratings. Ratings are essentially estimates of a station's audience.

A station with very high ratings can usually expect to charge higher advertising rates than its competitors. Low ratings obvivously make it extremely difficult to attract advertisers or establish rates that are competitive with ratings leaders.

Given those factors then, the methodology used by ratings services is crucial to a station's ability to survive.

"A numbr of characteristics of ratings service methodology, when applied to minority audiences, result in underestimates of listenership," the FCC's EEO-Minority Enterprise Division concluded several years ago.

Minority broadcasters contend it still is a serious problem that adversely affects revenue and earnings.

Problems associated with ownership notwithstanding, broadcasting does provide greater opportunities for minority entrepreneurs to enter the mainstream of the communications industry.

At the same time, both the hiring and advancement of minorities in most phases of broadcasting - corporate headquarters of the major networks being the notable exceptions - has progressed much faster than it has in the newspaper industry.

Unquestionably, discrimination, indifference and insensitivity are major factors that have contributed to the slow progress in the hiring of minorities and the problems that many encounter on their jobs. A problem that is generally overlooked in the newspaper industry, however, is management in the newsroom.

Editors, by and large, are not good managers. Certainly most editors are competent journalists. Many are not very good managers of people, however, and they lack personnel management skills. That's because most aren't trained as managers. They are trained, instead, to write, edit and package news.

Typically, reporters are promoted to editors jobs without benefit of training for those positions. Moreover,

promotions are not always based on merit or the demonstrated ability to handle people and solve problems.

Training in most newsrooms is either nonexistent or haphazard. Hence minorities and nonminorities alike are subject to fall through the cracks in the system. Since minorities are fewer in number to begin with, attrition among them is more noticeable when they are forced out because of frustration, or alleged or actual incompetence.

A general lack of internal career development programs is a major shortcoming in the newspaper business. This lack has adversely affected the careers of minorities and nonminorities. Again the effects are more pronounced in the case of minorities because there are fewer of them in the industry.

Pay is another shortcoming that affects the industry's ability to hire and retain minorities. This, however, is an area that goes beyond racial differences, though there is persuasive evidence that minorites in many situations are paid less than nonminorities.

Newspapers do not pay very well compared to most professions. This apparently is a major factor in the declining enrollments reported at journalism schools. Thus, many talented young high school and college students choose careers that offer greater financial rewards.

Finally, it is apparent that newspaper publishers haven't devoted enough time and resources to total integration of their papers.

The emphasis in the industry, thus far, has been on the hiring of minorities in news operations. A more enlightened

and a broader-based approach to employment of minorities in all areas - news, advertising, circulation, production, personnel, etc. - would, in all probability, improve the industry's ability to attract minority journalists. Not only is the employment of minorities in newsrooms below expectations at this point, it is abysmally low in the non-news departments of most U.S. newspapers.

Meanwhile, the problems minorities face in entering and staying in the newspaper industry reflect an ambivalence and hypocrisy on the part of editors and publishers.

The Kerner Commission's observations about the press are as applicable today as they were almost 20 years ago. The commission's focus, to be sure, was on blacks and the media. Its conclusion is applicable, however, to the media's perception today of minorities as journalists and managers.

"...Full integration of Negroes into the journalistic profession is imperative in its own right," the Commission stated. "It is unacceptable that the press, itself the special beneficiary of fundamental constitutional protections, should lag so far behind other fields in giving effect to the fundamental human right to equality of opportunity."

Minority employment in daily newspapers: projections based on responses to annual employment census (numbers rounded)

	Total Work force	Minorities in Work force	% Minorities in Work force
1978	43,000	1,700	3.95
1979	45,000	1,900	4.22
1980	47,000	2,300	4.89
1981	45,500	2,400	5.27
1982	49,000	2,700	5.51
1983	50,000	2,800	5.60
1984	50,400	2,900	5.75
1985	53,800	3,100	5.76
1986	54,000	3,400	6.30
1987	54,700	3,600	6.56

Table 1

Numbers and percentage of minorities by race and job category — 1987

	Blacks		Hispanics		Asians		Native Amer.	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
News Execs	227	12	132	14	73	14	45	30
Copy Desk	280	14	118	13	102	19	29	19
Reporters	1,274	64	508	55	257	49	68	44
Photographers	202	10	164	18	98	18	12	7
Totals	1,983		922		530		154	

Table 2

Percentage distribution of whites and minorities in job categories; 1978, 1982-1987

	Whites						
	1978	1982	1983	1984	1985	1986	1987
Reporters	54	53	52	53	53	55	52
Photographers	10	11	11	11	10	10	10
Copy Desk	23	20	20	20	18	15	15
News Executives	13	17	17	16	19	20	23
	Minorities						
	1978	1982	1983	1984	1985	1986	1987
Reporters	67	63	61	63	62	60	59
Photographers	13	15	15	14	14	14	13
Copy Desk	16	15	15	16	15	14	15
News Executives	4	8	8	7	9	12	13

Table 3

Source: ASNE

Table 4

UNITED STATES

NATIONAL TOTALS

JOB CATEGORY		TOTAL EMPLYS	TOTAL FEMALE	TOTAL MALES	TOTAL MINOR	FEMALE MINORITIES				MALE MINORITIES			
						BLACK	ASIAN PAC/ISL	AM IND/ ALASKAN	HIS-PANIC	BLACK	ASIAN PAC/ISL	AM IND/ ALASKAN	HIS-PANIC
OFFICIALS & MGRS	NR 1986	36,372	10,963	25,409	3,783	902	156	78	485	1,012	173	119	858
	% TOTAL 1986	36,372	30.1	69.9	10.4	2.5	0.4	0.2	1.3	2.8	0.5	0.3	2.4
	% TOTAL 1985	35,297	29.7	70.3	10.2	2.5	0.4	0.3	1.2	2.7	0.5	0.4	2.2
	% TOTAL 1984	34,593	29.1	70.9	9.6	2.4	0.4	0.2	1.2	2.5	0.4	0.4	2.1
	% TOTAL 1983	33,022	28.2	71.8	9.5	2.4	0.4	0.2	1.1	2.6	0.4	0.3	2.0
	% TOTAL 1982	32,827	27.4	72.6	9.3	2.3	0.4	0.2	1.1	2.5	0.4	0.4	2.0
PROFESSIONALS	NR 1986	55,272	16,759	38,513	7,963	1,852	348	90	751	2,649	301	174	1,798
	% TOTAL 1986	55,272	30.3	69.7	14.4	3.4	0.6	0.2	1.4	4.8	0.5	0.3	3.3
	% TOTAL 1985	52,842	29.9	70.1	14.3	3.3	0.6	0.2	1.3	4.8	0.6	0.3	3.2
	% TOTAL 1984	52,430	29.7	70.3	13.8	3.3	0.5	0.1	1.2	4.8	0.5	0.3	3.0
	% TOTAL 1983	50,089	29.0	71.0	13.7	3.2	0.5	0.2	1.2	4.8	0.5	0.3	2.9
	% TOTAL 1982	49,827	28.0	72.0	13.9	3.3	0.5	0.2	1.1	5.0	0.5	0.3	3.1
TECHNICIANS	NR 1986	32,472	4,365	28,107	6,188	638	73	29	238	2,791	413	114	1,892
	% TOTAL 1986	32,472	13.4	86.6	19.1	2.0	0.2	0.1	0.7	8.6	1.3	0.4	5.8
	% TOTAL 1985	31,234	13.2	86.8	18.8	2.0	0.2	0.1	0.7	8.5	1.3	0.4	5.6
	% TOTAL 1984	31,292	12.7	87.3	18.1	1.9	0.2	0.1	0.7	8.5	1.2	0.4	5.1
	% TOTAL 1983	29,755	12.4	87.6	17.5	1.8	0.2	0.1	0.6	8.2	1.2	0.3	5.1
	% TOTAL 1982	29,567	11.7	88.3	17.2	1.8	0.2	0.1	0.5	8.2	1.2	0.4	4.8
SALES WORKERS	NR 1986	23,408	10,985	12,423	2,314	560	74	50	390	668	48	43	481
	% TOTAL 1986	23,408	46.9	53.1	9.9	2.4	0.3	0.2	1.7	2.9	0.2	0.2	2.1
	% TOTAL 1985	21,914	45.4	54.6	9.4	2.3	0.3	0.3	1.5	2.7	0.2	0.2	2.1
	% TOTAL 1984	21,190	43.4	56.6	8.9	2.0	0.2	0.3	1.3	2.7	0.2	0.2	2.0
	% TOTAL 1983	19,907	41.5	58.5	8.9	2.1	0.3	0.2	1.3	2.8	0.2	0.2	1.9
	% TOTAL 1982	19,391	39.6	60.4	8.7	2.0	0.2	0.2	1.1	3.0	0.2	0.2	1.8
OFFICE/CLERICAL	NR 1986	26,074	22,856	3,218	6,821	3,368	409	141	1,783	639	94	9	378
	% TOTAL 1986	26,074	87.7	12.3	26.2	12.9	1.6	0.5	6.8	2.5	0.4	0.0	1.4
	% TOTAL 1985	25,237	87.9	12.1	26.3	13.2	1.6	0.5	6.8	2.4	0.4	0.0	1.3
	% TOTAL 1984	24,987	88.2	11.8	25.8	13.5	1.5	0.5	6.4	2.4	0.3	0.1	1.2
	% TOTAL 1983	24,013	88.1	11.9	25.6	13.5	1.5	0.5	6.1	2.5	0.3	0.0	1.2
	% TOTAL 1982	23,975	88.7	11.3	25.2	13.6	1.4	0.4	5.9	2.4	0.3	0.0	1.1

Source: [illegible]

Table 4 cont.

UNITED STATES

NATIONAL TOTALS

JOB CATEGORY			TOTAL EMPLYS	TOTAL FEMALE	TOTAL MALES	TOTAL MINOR	FEMALE MINORITIES				MALE MINORITIES			
							BLACK	ASIAN PAC/ISL	AM IND/ ALASKAN	HIS-PANIC	BLACK	ASIAN PAC/ISL	AM IND/ ALASKAN	HIS-PANIC
CRAFTSMEN	NR	1986	1,934	198	1,736	359	13	2	1	24	128	22	19	150
	% TOTAL	1986	1,934	10.2	89.8	18.6	0.7	0.1	0.1	1.2	6.6	1.1	1.0	7.8
	% TOTAL	1985	1,859	11.0	89.0	16.9	0.8	0.2	0.3	1.0	5.5	1.2	1.1	6.8
	% TOTAL	1984	1,835	9.3	90.7	16.5	0.8	0.2	0.1	0.8	6.2	1.1	0.9	6.6
	% TOTAL	1983	1,781	9.5	90.5	16.9	0.8	0.1	0.0	0.8	6.2	0.8	0.9	7.2
	% TOTAL	1982	1,739	11.2	88.8	16.5	1.2	0.1	0.0	0.7	6.8	0.9	0.8	6.0
OPERATIVES	NR	1986	1,043	162	881	323	28	1	0	13	152	12	8	109
	% TOTAL	1986	1,043	15.5	84.5	31.0	2.7	0.1	0.0	1.2	14.6	1.2	0.8	10.5
	% TOTAL	1985	902	14.7	85.3	31.5	2.2	0.0	0.3	1.2	14.3	1.3	1.3	10.8
	% TOTAL	1984	917	13.6	86.4	29.7	1.6	0.2	0.5	0.3	14.6	1.0	0.8	10.6
	% TOTAL	1983	826	14.8	85.2	28.5	2.4	0.1	0.4	1.3	13.1	1.3	0.7	9.1
	% TOTAL	1982	928	13.9	86.1	28.0	2.8	0.0	0.1	0.9	13.3	1.1	0.5	9.4
LABORERS	NR	1986	300	43	257	122	11	0	0	11	45	4	0	51
	% TOTAL	1986	300	14.3	85.7	40.7	3.7	0.0	0.0	3.7	15.0	1.3	0.0	17.0
	% TOTAL	1985	283	13.1	86.9	43.1	4.6	0.0	0.0	1.4	21.9	0.7	0.4	14.1
	% TOTAL	1984	285	13.3	86.7	44.2	5.6	0.0	0.4	1.4	21.1	0.4	0.7	14.7
	% TOTAL	1983	331	12.1	87.9	45.0	4.5	0.0	0.0	1.5	19.9	0.6	0.0	18.4
	% TOTAL	1982	268	11.9	88.1	45.1	3.7	0.0	0.0	1.5	19.0	1.1	0.0	19.8
SERVICE	NR	1986	1,134	216	918	683	102	3	1	31	379	24	2	141
	% TOTAL	1986	1,134	19.0	81.0	60.2	9.0	0.3	0.1	2.7	33.4	2.1	0.2	12.4
	% TOTAL	1985	1,199	19.3	80.7	60.6	9.2	0.2	0.0	2.7	32.7	1.8	0.2	13.9
	% TOTAL	1984	1,217	19.7	80.3	60.0	10.1	0.2	0.1	2.4	31.6	1.6	0.7	13.3
	% TOTAL	1983	1,223	19.9	80.1	60.3	10.7	0.2	0.0	2.1	32.0	1.5	0.2	13.7
	% TOTAL	1982	1,243	17.4	82.6	58.2	9.8	0.1	0.0	1.5	32.5	1.4	0.2	13.0
TOTAL ALL JOBS	NR	1986	177,981	66,534	111,447	28,540	7,474	1,066	390	3,718	8,463	1,091	488	5,850
	% TOTAL	1986	177,981	37.4	62.6	16.0	4.2	0.6	0.2	2.1	4.8	0.6	0.3	3.3
	% TOTAL	1985	170,767	37.0	63.0	15.9	4.3	0.6	0.2	2.0	4.7	0.6	0.3	3.2
	% TOTAL	1984	168,746	36.4	63.6	15.4	4.2	0.5	0.2	1.9	4.7	0.6	0.3	3.0
	% TOTAL	1983	160,947	35.7	64.3	15.3	4.2	0.5	0.2	1.8	4.7	0.6	0.3	2.9
	% TOTAL	1982	159,765	35.0	65.0	15.1	4.2	0.5	0.2	1.7	4.8	0.6	0.3	2.9

Annual Average Newsroom Salaries by Circulation Size

Source: ASNE

Total respondents by circulation size	33	104	100	55	132	59	49	12
Circulation	Under 5,000	5,000 - 10,000	10,000 - 18,000	18,000 - 25,000	25,000 - 50,000	50,000 - 100,000	100,000 - 250,000	Over 250,000
Editor	$22,366	$24,642	$32,672	$38,323	$51,229	$61,971	$93,222	$165,53
Editorial Page Editor	—*	$20,650	$23,400	$24,389	$29,647	$35,943	$50,965	—
Between Ed. and Mang. Ed.	—	—	$24,200	—	—	—	—	—
Managing Editor	—	$20,067	$25,343	$31,165	$38,289	$45,589	$62,032	$91,985
Asst. Managing Editor	—	$17,545	$21,168	$26,077	$31,049	$37,597	$47,580	$71,048
Other Top Editors	—	$16,751	$20,983	$24,363	$29,099	$37,057	46,494	—
Department Heads	$13,500	$16,314	$18,726	$21,462	$26,806	$32,392	$41,071	$56,044
Asst. Department Heads	—	$15,655	$15,196	$20,021	$24,627	$28,619	$35,584	$46,318
Other Editor/Supervisors	—	$14,789	$15,256	$18,172	$21,339	$23,811	$31,818	$42,428
Beginning Reporter	$10,816	11,076	$12,116	$13,312	$14,664	$16,224	$18,304	$22,984
Beginning Copy Editor	—	$12,272	$13,208	$14,196	$15,860	$16,588	$19,292	$23,972
Beginning Photographer	—	$11,128	$12,220	$13,104	$14,612	$16,224	$18,252	$22,776
2-year Reporter	$12,376	$13,104	$14,404	$15,964	$17,680	$19,656	$22,256	$28,288
2-year Copy Editor	—	$14,248	$15,600	$16,796	$18,720	$20,072	$23,296	$29,952
2-year Photographer	—	$13,208	$14,408	$15,704	$17,576	$19,656	$22,256	$27,820
5-year Reporter	$13,728	$15,652	$17,212	$19,552	$21,996	$24,648	$29,120	$35,412
5-year Copy Editor	—	$17,472	$18,512	$20,176	$22,932	$24,960	$29,744	$35,828
5-year Photographer	—	$15,600	$17,316	$18,876	$21,840	$24,440	$29,120	$34,892
Top Reporter	$14,664	$16,432	$19,344	$22,048	$24,596	$27,872	$33,800	$41,808
Top Copy Editor	—	$18,460	$20,748	$22,464	$25,012	$27,872	$34,112	$40,664
Top Photographer	—	$16,016	$19,292	$20,696	$23,764	$27,404	$32,760	$40,248

Comparing Local Salaries and Cost of Living for Reporters

Circulation Size	Under 5,000	5,000 - 10,000	10,000 - 18,000	18,000 - 25,000	25,000 - 50,000	50,000 - 100,000	100,000 - 250,000	Over 250,000
Beginning Reporter	$10,816	$11,076	$12,116	$13,312	$14,664	$16,224	$18,304	$22,984
Beginning Schoolteacher	$15,514	$15,192	$15,925	$15,690	$16,179	$16,274	$17,671	$17,627
Difference: Reporter ± Teacher	-$4,698	-$4,116	-$3,809	-$2,378	-$1,515	-$50	+$633	+$5,357
Annual 1-Bedroom Apt. Rent	$2,748	$2,784	$3,180	$3,696	$3,744	$3,840	$4,440	$5,076
Rent as % of Reporter Salary	25%	25%	26%	28%	26%	24%	24%	22%

Table 6

Source: ASNE

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